Website Coding
- The following variables are coded for every single website in all project datasets.
    - **SRCHCLM** identifies the specific issue industry whose search terms were used in Google to identify the site for sampling. This variable has a range of 01 to 20, with each value representing a unique issue area. For example, sites collected under the Abortion/Reproductive Rights issue area are coded SRCHCLM=01, sites collected under the Civil Liberties issue area are coded SRCHCLM=02, and so on. For a complete list of these SRCHCLM codes, please see Appendix A.

    - **COLLRD** identifies both the year in which the site was archived and whether it is panel or cross section data. This variable has a range of 1-9, with each value representing a unique dataset. The first collection round, denoted as COLLRD=1, serves as both panel and cross section data for 2006, the first year of the project. In all subsequent years, panel and cross sectional datasets are represented by different values. Each year, raw online data was collected in September (although in two cases, went a few days into October because of computing difficulties).
        - 1 = Data Collection 1, 2006 Panel and Cross-section
        - 2 = Data Collection 2, 2007 Panel
        - 3 = Data Collection 3, 2007 Cross-Section
        - 4 = Data Collection 4, 2008 Panel
        - 5 = Data Collection 5, 2008 Cross-Section
        - 6 = Data Collection 6, 2009 Panel
        - 7 = Data Collection 7, 2009 Cross-Section
        - 8 = Data Collection 8, 2010 Panel
        - 9 = Data Collection 9, 2010 Cross Section

    - **WEBID** serves as the primary identifier for each website in the sample. The first two digits of each 5 digit WEBID consist of the site's SRCHCLM and are followed by three more digits. For instance, a WEBID of 01044 would have a SRCHCLM of 01 and a WEBID of 20104 would have a SRCHCLM of 20.

    - **HOMEPAGE** provides the URL or web address of the page that has been identified as the highest order page for a unique author or coherent group of contributors. The homepage is defined as the highest order page for a unique author or coherent group of contributors. For instance, if the assigned page is http://jearl.faculty.arizona.edu/internet_and_activism_lab/ the homepage can be accessed by typing http://jearl.faculty.arizona.edu/into a browser. Any shorter URL address (e.g., http://arizona.edu/) would retrieve pages that were authored by someone other than Jennifer Earl. Data coded for each record, identified by the WEBID, come from the homepage and all of its lower order pages that are produced by the same author or coherent group of contributors.

    - **ASSIGNED PAGE** provides the URL or web address of the page that was initially reached as the result of the search claim's Google search. Multiple assigned pages may exist if multiple sampled results for the same search claim shared a common homepage.

    - **DUPLCT** is a dummy variable that when coded as 1 signifies that the same website was also coded under a different WEBID in the same collection round in a different SRCHCLM. Coding

will not be identical across the duplicated cases because each will be adjusted to accommodate data from the assigned pages related to the SRCHCLM of the WEBID.

- o **MASTERID** is only coded if DUPLCT is 1, in which case it contains the WEBID of the duplicate site that was coded first.

- o **PROTDUM** classifies or categorizes the general purpose or function of the site, as well as its relevance to protest and advocacy. The variable can receive a value a code of 0 through 6, or a 9. Sites with no content relevant to protest are coded 0. Sites that contain content relevant to protest but are not engaged in or encouraging advocacy themselves receive a code from 1 to 6, depending on the site's function.   Sites that do actually contain protest content receive a code of 9. Sites are considered to have protest content if they *appeal* for change-oriented action on behalf of specific, articulated claims. That is, does the site make claims?
    - 0 = Nothing relevant to protest on this site
    - 1 = Commercial site with no protest content
    - 2 = Government site with no protest content
    - 3 = Education site with no protest content
    - 4 = News only site
    - 5 = Listserv with no protest content
    - 6 = Organization site, NEC, with no protest content
    - 9 = There WAS non-news protest content

    For PROTDUM=1, commercial sites include sites devoted to sales or marketing that do not explicitly make claims or call for action but relate to content of interest to this project. An example would be a Barnes & Noble page on a book about abortion politics. For PROTDUM=2, government sites include sites such as the UN Council for Human Rights where the issue of human rights is discussed, but no claims or calls for action are present. For PROTDUM=3, education sites include committees or organizations based out of universities, course syllabi, etc. For PROTDUM=4, news only sites include sites run by newspapers (such as nytimes.com). PROTDUM=5 includes any posted email lists or listserv content. For PROTDUM=6, organization sites include foundations or other non-profits. This does not include organizations that could fit in other categories here (e.g., for schools, code 3; for for-profit companies, code 1; etc.). PROTDUM=9 includes all sites where claims are made and/or actions are called for.

    It is important to note that for sites with a PROTDUM of 0, no other data is coded, except for the variable **NOPROT**, which is used to provide a description of the site if no other codable data is found. Additionally, all variables coded for websites with a PROTDUM of 1-6 are coded for websites with a PROTDUM of 9. However, websites with a PROTDUM of 9 will also have additional data coded, as will be discussed further on.

- The following variables are coded for all sites, except if PROTDUM=0.
    - o **ST_MON, ST_YEAR** record the month and year that the site was created or started, if the date is available. If only the start year was available, ST_YEAR was coded and ST_MON was left blank. For blogs this variable is used to capture the oldest archive date for posts if no start date is listed elsewhere.

- o **UP_MON, UP_YEAR** record the month and year that the site was most recently updated, if the date is available. If only the start year was available, UP_YEAR was coded and UP_MONTH was left blank.

- o **MONMIR** is a dummy variable coded as 1 when a site's most recent update (coded in UP_MON and UP_YEAR) occurred in the month and year the site was archived, which is September for each year of data collection.

- o **CAUSE1-CAUSE6** are variables used to capture the causes/claims of the website. These fields are used to code claims that the site takes a position on and/or endorses and reflect the main claims of the site overall. The codes and their corresponding causes can be found in Appendix B.
    - ▪ **VAL1-VAL6:** indicates whether the valence of each CAUSE1-CAUSE6 is pro, anti, or undetermined.
    - ▪ **LOC1-LOC6** indicates whether each CAUSE1-CAUSE6 is domestic or international.
    - ▪ **IDLCAUSE1-6** is used if the most applicable cause/claim code does not fully capture the cause/claim of the site. In these cases, ideal phrasing for the claim will be entered.
    - ▪ **CAUSES** is a dummy variable coded as 1 if there are more than six causes/claims found on the site.
    - ▪ **LISTCLMS** is used to list additional causes/claims if CAUSE1-CAUSE6 have already been filled.

- o **NEWS** indicates whether the site contains news, information, and/or educational materials. Claims are considered news claims if at least one of the following characteristics is true: (1) they are found in content specifically called news or articles and/or have a byline; (2) if the site does not appear to be taking a position in relation to the reported cause.

- o **SPECNEWS** indicates whether the site contains news content that is specialized, or focused on a specific group of causes.

- o **TACTNEWS** indicates if there is reporting on protest that demonstrates no explicit or implicit support for participation.

- o **NCAUSE1-NCAUSE4** record the cause or claim of the news content, if present. These fields are used to code claims for which the site provides news, information, or educational materials, but does *not* advocate for or against. The codes and their corresponding causes can be found in Appendix B.
    - ▪ **NVAL1-NVAL4:** indicates whether the valence of each NCAUSE1-NCAUSE6 is pro, anti, or undetermined.
    - ▪ **HIST1-HIST4** indicates whether the relevant cause is in reference to historical protest, or protest that took place before 1990
    - ▪ **NLOC1-NLOC4** indicates whether each NCAUSE1-NCAUSE6 is domestic or international
    - ▪ **NIDLCAUSE1-4** is used if the most applicable cause/claim code does not fully capture the news cause/claim of the site. In these cases, ideal phrasing for the news claim will be entered.

- o **PRIV1** is a dummy variable coded 1 if the site has a privacy policy.

- o **NOTES** contains any additional information relevant to the record's coding that is not captured by the variables above.

- The following variables are coded only for sites with PROTDUM=9, or sites that engage in advocacy and/or call for protest actions.
  - o **INDYSITE** determines the extent to which a site is independent of causes or connected to one (or more), based on how the site describes itself and the type of content it posts in relation to causes.

  - o **POLIDUM** specifies the extent to which protest content on the site focuses on political issues as opposed to issues outside of the realm of politics. Responses range from protest content with no political focus, some political focus, or a total political focus.

  - o **NONPOLI** describes the site's advocacy-oriented content if it is not completely politically focused, as indicated by POLIDUM. This type of content is often oriented towards the entertainment industry and pop culture figures.

  - o **BLOG** identifies whether the site is a blog, contains a blog nested in its structure, or has no blog whatsoever. Blogs are defined as regularly updated accounts produced by single authors (or a regularly contributing, specific group of authors) in a diary-like, chronologically ordered format.

  - o **WHDUM** indicates whether the homepage was found on a warehouse site, which is a domain that provides the backend functionality of the page (e.g., the URL, server space, online applications) and the protest-related application (e.g., the applet to sign a petition) but is independent of the page's content. There are a small number of sites that were determined to be warehouse sites and one can create a list of those by listing WHSITE for each year.

  - o **WHSITE** is used to identify the URL of the warehouse site that the homepage was found on if WHDUM indicates that the site is indeed a warehouse site.

  - o **DIRECTRY:** is a dummy variable showing whether the site is a directory, or a list of links to other sites, with little to no additional content.

  - o **HUMAUTH** is a dummy variable used to determine if the site is created by a human author or is a web crawler, like a Google search response page. The vast majority of sites in the dataset have a human author.

  - o **MULTAUT** is a dummy variable used to indicate whether a site has a single author or definable group of authors, as opposed to having multiple unique authors. Sites with multiple unique authors are generally message boards, discussion forums, and listservs.

  - o **MEMBER** is a dummy variable identifying whether the site is accessible to the public or requires users to register or log in.

- **SMONAMED** indicates whether or not the site mentions the names of social movement organizations (SMOs). An SMO is any organization that exists beyond the website itself, usually with an offline office, that has a history of advocacy-oriented activity.
  - **SMONUM** provides a count of the SMOs named on the site.
  - **SMONAME1-SMONAME4** are used to record the names of SMOs mentioned on the site.
  - **SMOREL1-SMOREL4** are used to record the website's relationship with those SMOs. These include negative, neutral, and positive relationships between the site and SMO, as well as site affiliation with the SMO.

- **MVMTDUM** indicates whether or not the site is explicitly affiliated with a social movement. This means that the site must contain specific language of affiliation, which can include references to a collective history of activism.
  - **MVMT1-MVMT4** is used to identify which particular social movements the site is affiliated with, if MVMTDUM is coded positively. Please see Appendix C for a complete list of these social movement codes.

- **SITEPROD** identifies the website's producer, which is the organization or individual responsible for getting the site to the internet. For a complete list of possible site producers, please see Appendix D. We thank Kristen Foot and Steven Schneider for allowing us to adapt this variable from their prior data collections.

- **GETINFO** indicates whether the site allows users to get reasonably verifiable information about its SRCHCLM, and if so, whether this information is available on the site, off the site through links, or both. We thank Kristen Foot and Steven Schneider for allowing us to adapt this variable from their prior data collections.

- **PROVINFO** indicates whether the site allows users to provide information about its SRCHCLM, and if so, whether this provision of information in made possible on the site, off the site through links, or both. We thank Kristen Foot and Steven Schneider for allowing us to adapt this variable from their prior data collections.

- **EXPRESS** indicates whether the site allows users to express themselves about its SRCHCLM, and if so, whether this expression is made possible on the site, off the site through links, or both. We thank Kristen Foot and Steven Schneider for allowing us to adapt this variable from their prior data collections.

- **ADVOCACY** indicates whether the site allows users to engage in activism about its SRCHCLM, and if so, whether this activism is encouraged on the site, off the site through links, or both. We thank Kristen Foot and Steven Schneider for allowing us to adapt this variable from their prior data collections.

- **PERSONACT** is a dummy variable used to determine whether personal/private actions, which aren't considered protest actions, are mentioned on the site. These actions include volunteering and starting community groups.

- **SITEACT** is a dummy variable used to determine if the site contains actual protest actions.

- The following variables are only coded for sites with PROTDUM=9 and SITEACT=1. This means that these sites encourage or facilitate participation in specific protest actions. These variables are meant to categorize and count these specific protest actions. Generally, actions that are documented on the site and which the site seems to endorse or to encourage participation in (or for events that have already taken place, the site endorses prior participation) are considered tactics. Actions that are public events and/or for which participation is open to the public are considered tactics. For a list of types of tactic, see Appendices E and F.

  All protest actions are categorized as one of the following prior to coding:
  - Offline tactics are those that require co-presence with other individuals for participation.
  - Internal online tactics are those that do not require co-presence and in which the user can participate/get all information necessary for participation without leaving the initial site's domain.
  - External online tactics are those that do not require co-presence and for which the user must follow links to outside domains in order to gather all key information needed to participate.
  - Calendar tactics are those that are found in calendar format, either in a list organized by date of occurrence (month and year or year alone) or in a table that looks like a calendar page, and are not specifically labeled "archive." Tactics in date-organized format on blogs and listservs are also considered calendar tactics. Calendar tactics may be either offline or online in form.
  - Archived tactics are those labeled "archive" or "past" and may be either offline or online in form.

  For additional clarification on these different categories of tactics and relevant variables coded, please refer to screenshot of the coding database in Appendix G.

- The following variables are coded under each of the five categories above for each protest action found on the site and can be distinguished from one another in the dataset with unique prefixes. For instance DUM is coded as STDUM for offline tactics, IEDUM for internal online tactics, XEDUM for external online tactics, CALDUM for calendar tactics, and ARDUM for archived tactics. Please note that calendar tactics were only coded in Data Collection Rounds 2 through 9. Additionally, in an attempt to capture only upcoming and current events, the calendar tactics coded are limited to protest actions during the month that the site was archived and all months thereafter.
  - **DUM** is a dummy variable that indicates whether protest actions in each of the above categories are discussed on the site.
  - **FORMS** provides counts of the number of different protest forms discussed on the site within each category. A site encouraging participation in an offline rally as well as participation in a separate offline march would be coded FORMS=2.
  - **FORM1-FORM5** is used to record each tactic type that serve as the count for the FORMS variable. If a site encourages participation in an offline rally and a separate offline march, FORM1 would receive a code for rally and FORM2 would receive a code for march.
  - **_CNT** gives a count for each tactic type listed in FORM1-FORM5. If a site encourages participation in an offline rally and a separate offline march, the _CNT for FORM1 would be 1 and the _CNT for FORM2 would be 1 as well.
  - **LIST** is used to name any other tactical forms in the category that don't fit into Form1-FORM5.

- o **PRIV** describes the site's privacy policy regarding each of the tactic categories. If privacy policies differ between tactics within the same category, the most common privacy policy is coded, with an accompanying note. Codes for this variable are as follows:
  - 0 = No privacy policy
  - 1 = Participation was anonymous
  - 2 = Participation was private to the site
  - 3 = Participation was private to the site and site friends
  - 4 = Participation was completely public
  - 5 = Other/None of the above
- o **NOTES** contains any additional information relevant to the record's coding that is not captured by the variables above.

Tactic Coding

- The following variables represent a different unit of analysis than the ones above. Whereas the variables listed above are all coded from websites, the following variables are coded from the specific online and offline protest actions linked to or hosted by those websites. Essentially, each observation coded for the following variables is an instance of protest facilitated or promoted by a website.

  All of the tactics classified as offline, internal online, external online, and calendar are coded as individual records, with data collected on the variables listed below. The total number of tactics coded from each website, identified by its WEBID, is essentially the sum of values found in STDUM, IEDUM, XEDUM, and CALDUM, described above. However, in very rare cases, the sum of these values may not equal the exact number of tactics coded from the corresponding record. These rare cases include situations such as the presence of a tactic being identified, but without enough additional information for further coding.

  - o **TACT_ID** is an 8-digit number that serves as the primary identifier for each tactic record. The first five of these eight digits are the same as the WEBID of the site on which the tactic was hosted or from which it was linked to. The last three digits serve as unique identifiers for each protest action coded under that site.

  - o **TACTURL** provides the URL, or web address, on which the tactic was found.

  - o **EXINDEX** identifies whether the tactic is classified as offline, internal online, or external online. Note that for this variable, calendar tactics will be re-classified into one of these three categories.

  - o **CALDUM** is a dummy variable, coded by determining whether or not the tactic is classified as a calendar tactic.

  - o **DTMISS** identifies whether data required for complete coding is missing. When variable is coded in the affirmative, additional relevant information can be found in the NOTES field.

  - o **TACTIC** classifies the type of protest action being coded. Coders used the underlying mechanism of participation to code this variable, even if the tactic was represented differently (see MISMTCH). Please see Appendix E and F for a list of all TACTIC codes. It is important to note that for offline tactics, two or more concurrent forms (such as a rally and

demonstration) would be coded by listing both in this variable, separated by a space. However, if a webpage called for someone to email, call, fax, and write a physical letter to a target on a specific cause, those would be coded as four independent tactics because it would be possible to participate in any of the four without the others. Users who want to reduce the data by pushing these tactics into the same campaign may do so by combining records that share TACTURL and identical claims and targets info, such that record only differs by TACTIC.

o **MISMTCH** is a dummy variable that indicates if there is a mismatch between what the webpage calls the tactic and what actual tactic mechanism is observed. For example, if the page contains a statement the user could sign in support (i.e., mechanism of a petition), but calls the action a "boycott," MISMTCH is coded 1.

o **MMDESC** describes the nature of the mismatch if MISMTCH=1. For the example above, the MISMTCH field could say "called boycott but provides statement to sign." In this case, the TACTIC coding would reflect a petition because people signed to support, but MISMTCH would be 1 with the above note.

o **ST_MON, ST_YEAR** record the month and year that the tactic was created or started, if the date is available. If only the start year is available, ST_YEAR is coded and ST_MON is left blank.

o **UP_MON, UP_YEAR** record the month and year that the tactic was most recently updated, if the date is available. If only the start year is available, UP_YEAR is coded and UP_MONTH is left blank.

o **POLIDUM** specifies the extent to which the call for the tactic focuses on political issues as opposed to issues outside of the realm of politics. Responses range from protest content with no political focus, some political focus, or a total political focus.

o **NONPOLI** describes the tactic's content if it is not completely politically focused, as indicated by POLIDUM. This type of content is often oriented towards the entertainment industry and pop culture figures.

o **COMPLTTA:** identifies when the tactic takes place. Options range from:
   1 = Recently completed (w/in 1 year)
   2 = Long completed (>1 year)
   3 = Ongoing
   4 = Upcoming
   5 = Unclear/cannot be determined

o **SMODUM** is a dummy variable used to indicate whether the tactic is explicitly affiliated with an SMO.

o **MVMTDUM** is a dummy variable that indicates whether the tactic is explicitly affiliated with a social movement. All records coded in the affirmative for SMODUM, are automatically coded in the affirmative for MVMTDUM.

- o **CAUSE1-CAUSE8** are variables used to capture the causes/claims of the tactic. These fields are used to code claims that the tactic is meant to support or oppose. The same cause codes may be used more than once in a tactic record if that tactic has multiple, distinct targets. For instance, a boycott of Pepsi and the US government for environment reasons would take two cause-target combos to code: an environment code with a corporate target and an environment cause code with a government target. If this same tactic also included LGBT claims it would require 4 combos, 2 more cause/target combos would be included as well: and LGBT claim with a corporate target and LGBT claim with a government target. The codes and their corresponding causes can be found in Appendix B.
    - ▪ **VAL1-VAL8** indicate whether the valence of each CAUSE1-CAUSE8 is pro, anti, or undetermined.
    - ▪ **GOVTARG1-GOVTARG8** identify whether the target of each CAUSE1-CAUSE8 is a government entity. Potential coding for this variable includes:
        - 1 = The target was a government entity
        - 2 = The target was a quasi-government entity
        - 3 = The target was a private entity
        - 4 = Other
    - • **TARG1-TARG8** identify the intended target of each CAUSE1-CAUSE8. Codes for these targets can be found in Appendix H.
    - ▪ **TLEV1-TLEV8** is used to determine the level at which each TAG1-TARG8 operates. This variable can be coded as follows:
        - 1 = Target for cause is local
        - 2 = Target for cause is at the state level
        - 3 = Target for cause is at the US regional level
        - 4 = Target for cause is at the US national level
        - 5 = Target for cause is a foreign entity
        - 6 = Target for cause is the relation between the US and a foreign entity
        - 7 = Target for cause is international
        - 8 = Other
    - ▪ **IDLCAUSE1-8** is used if the most applicable cause/claim code does not fully capture the cause/claim of the tactic. In these cases, ideal phrasing for the claim will be entered.
    - ▪ **CAUSES** is a dummy variable coded as 1 if there are more than eight causes/claims addressed by the tactic.
    - ▪ **LISTCLMS** is used to list additional causes/claims if CAUSE1-CAUSE8 have already been filled
- o **CLKOPT** indicates whether the tactic provides additional protest opportunities that target the same entity regarding the same cause/claim, with one mouse-click. For example, if a site says "Fill out this form to sign our petition, and click here to also send a fax," CLICKOPT=1.

- o **CLCKDESC** describes the 1-click opportunities when CLKOPT=1. In these instances, this field contains the tactical form, claim(s), and target(s) of the 1-click opportunity.

- o **PARTICD** identifies how the number of participants in the protest tactic is determined. Potential codes for this variable include:
    - 1 = Don't know number of participants
    - 2 = Number of participants are reported by the site hosting the tactic

3 = Number of participants are estimated, based on pictures, video, or other types of information provided by the site.

- o **PARTICES** provides the *estimated* count of participants. This field is left blank unless PARTICD=3. If PARTICD does equal 3, the variable can be coded as follows:
    - 1 = 1-9 participants
    - 2 = 10-49 participants
    - 3 = 50-99 participants
    - 4 = 100-499 participants
    - 5 = 500-999 participants
    - 6 = 1,000-4,999 participants
    - 7 = 5,000-9,999 participants
    - 8 = 10,000+ participants

- o **PARTICEX** provides the count of participants, as reported by the site on which the tactic is found. This field is left blank unless PARTICD=2.

- o **CONTOUT** indicates the extent to which contact information necessary for participating in the tactic is available on the page. CONTOUT for offline tactics is based on information about the location of the offline tactic. For online tactics, CONTOUT applies to contact information for the target or other intermediary required for complete participation. Possible codes for this variable include:
    - 1 = All required contact info available on page
    - 2 = Some required contact info available on page
    - 3 = None of the required contact info available on page
    - 4 = Don't need contact info to participate / Not applicable

- o **VIRTUAL** describes the degree to which tactic participation takes place online or offline. Relevant codes include the following:
    - 1 = Participation is ENTIRELY VIRTUAL
    - 2 = Participation is MOSTLY VIRTUAL
    - 3 = Participation is MOSTLY OFFLINE
    - 4 = Participation is ENTIRELY OFFLINE

    If an internet connection is required for all aspects of participation, participation is coded entirely virtual (1). If an internet connection is required for most, but not all, aspects of participation, participation is coded mostly virtual (2). If an internet connection is required, but only for a small part of participation, participation is coded mostly offline (3). For example, faxing is coded as mostly offline. If no internet connection is required for participation, participation is coded entirely offline (4). This was coded when one could be reasonably expected to be able to stumble upon or otherwise be able to find and participate in the action if the website didn't exist. Even if action took place offline, if one could not reasonably be expected to stumble upon or locate the event without the webpage (e.g., a faxing campaign), the tactic would be coded as a 3.

- o **ST_NOTES** is used only if the tactic is an online tactic. It describes any notable offline participation regarding an online tactic.

- **REGREQ** is a dummy variable indicating whether users are required to register in order to participate in the protest action. This variable is only coded in the affirmative if there is explicit language of registration (e.g., requires ID, password, etc.).

- **AUTOTASK** is used to identify the level of automation of the backend of participation. The variable uses the following codes:
    - 1 = Participation was automated
    - 2 = Participation was semi-automated
    - 3 = Participation was manual
    - 4 = Format of participation could not be determined

    If participation is complete simply by furnishing the website with information (e.g.: type in name, address, and e-mail), participation is automated (1). If participation is partially completed by the website (e.g.: site formats a letter based on information the user provides) but requires the user to perform additional tasks (e.g.: print and mail letter), participation is semi-automated (2). If participation must be completed entirely by the user (e.g.: type the letter or e-mail and personally send it), participation is manual (3). It is important here to note the distinction between VIRTUAL and AUTOTASK. Whereas VIRTUAL identifies to extent to which the Internet is required for a user in order to participate, AUTOTASK identifies the extent to which a website reduces the effort requirements of tactic participation.

- **NOTES** contains any additional information relevant to the tactic record's coding that is not captured by the variables above.

APPENDIX A: SEARCH CLAIM CODES

1 Abortion/ Reproductive Rights
2 Civil Liberties
3 Civil Rights
4 Education
5 Environmental or Green Movement
6 Globalization and/or transnational activism
7 Health
8 Homelessness
9 Human Rights and Democratization
10 Immigration
11 Intellectual Property
12 Labor
13 Lesbian, Gay, Bisexual, Transgender, and Queer
14 Anti-Nuclear
15 Open source movement
16 Peace/Anti-war
17 Poverty
18 Privacy
19 Women's movement
20 Right Wing movement

APPENDIX B: CAUSE/CLAIMS
(This is largely borrowed from the Dynamics of Collective Action dataset.)

0100 Anti-Homelessness
0101 Anti-Criminalization of the homeless
0110 Pro-Homeless rights, NEC
0120 Pro-shelter funding
0121 Pro-job training programs for the homeless
Note: Housing rights claims are coded using the 1331 code.

0200 Anti-Nuclear (Power) Movement
0201 Anti-Nuclear Plant Construction
0202 Anti-Nuclear Plant Operating Procedures
0203 Anti-Current Method of Nuclear Waste Disposal or Transportation

0300 Anti-Immigrant, Anti-Foreigner, Anti-Asylum Movement
0301 Anti-Immigration
0302 Anti-Poor Treatment of Undocumented Immigrants
0303 Anti-Sanctuary for Central American Refugees
0304 Anti-Sanctuary for Other Refugees
0305 Anti-Political Asylum
0306 Anti-deportation/round-ups of undocumented immigrants
0307 Anti-illegal immigrant rights
0308 Pro-border enforcement (including increased officers, fences, military at border)
0309 Anti-foreign worker program (Bracero, Bush II Bracero proposal)
0310 Anti-Drivers Licenses for undocumented immigrants
0311 Anti-Drivers Licenses for Immigrants, NEC
0312 Anti-access to social services for undocumented immigrants
0313 Anti-access to public schooling for undocumented immigrants
0314 Anti-access to medical care for undocumented immigrants
0315 Anti-access to social services NEC
0316 Anti-immigrant economic exploitation
0320 Anti-undocumented immigrants NEC
0321 Pro-English as official language (Note: only coded if actually about English as "official" language; otherwise coded as English only in white supremacy or bilingual education, as appropriate).
Note: Claims regarding bilingual/bicultural education are coded as 1706, 1804, or 2001.

0400 Small or Family Farmers or Organic Movement (Not Farmworkers)
0401 Pro-organic farming and goods
0402 Anti-agro business / Pro-local and small farms (Anti-Corporate Farming)
0403 Pro-Restriction on agricultural imports
0404 Anti-Federal Subsidies to farmers
Note: Claims against pesticides are coded using 1111.

0500 Anti-"Transnational Union" Movements / Anti-Globalization
0501 Anti-NAFTA (North American Free Trade Agreement)
0502 Anti-UN (United Nations)
0503 Anti-NATO (North American Trade Organization)

0504 Anti-IMF (International Monetary Fund)
0505 Anti-World Bank
0506 Anti-WTO (World Trade Organization)
0510 Anti-Third World debt
0511 Pro-fair trade
0512 Anti-Privatization (e.g. water privatization, land privatization, government services privatization)

0600 Feminist or Women's Movement
0600 Women's Civil Rights, general
0603 Pro-Federal/state funding for women's initiative (shelters, clinics, etc.)
0604 Anti-Violence against women
0606 Pro-Equal Pay/Comparable worth
0607 Pro-Gender quotas/Affirmative Action, as applied to gender, solely
0608 Pro-Equal Rights Amendment (ERA)
0609 More positive media depictions, more depictions, fewer negative media
0610 Anti-Discrimination in Employment
0611 Pro-Equality in Education
0612 Anti-Sexual Harassment
Note: Claims about prostitution and/or sex work are coded under 3011. Claims about Title IX are coded under 3309. Claims about women's health and research on women's health are coded under the 3965.

0700 Peace Movement NEC (Not Elsewhere Classified)
0700 Peace, pacifism, general
0702 Pro-Disarmament, general
0703 Anti-Atomic/nuclear weapons
0704 Anti-Biological/chemical weapons (construction, purchase, distribution, storage)
0705 Anti-Afghanistan War
0708 Anti-Gulf War (Under Bush I)
0709 Anti-Iraqi Invasion (under Bush II
0710 Anti-other US military intervention NEC (Not Elsewhere Classified)
0711 Anti-Military maneuvers
0712 Anti-Military infrastructure
0713 Anti-Export of conventional weapons
0721 Anti-Conventional weapons (construction, purchase, distribution, storage)
0722 Anti-Draft
0723 Anti-ROTC, Military, and/or CIA recruitment and/or specific recruitment tactics
0724 Anti-atomic/nuclear testing

1000 International Human and Civil Rights
1002 Anti-Apartheid/Pro-University or Corporate Divestment
1003 Pro-Indigenous Peoples' (outside of US) Rights
1004 Pro-Amnesty for and/or conditions of confinement of political prisoners in foreign jails (this code is used only with non-US facilities; US facilities coded using 3812)
1005 Intelligence services (E.g.: CIA, Role of US Govt. in Supporting Right Wing Govt.)
1006 Pro-US Foreign Policy
1007 Non-US War (with no US participation)
1008 Israel/Palestine Conflict (VAL always=3 and with specifics recorded in IDLCAUSE)

1009 Pro-Democratization
1010 Anti-genocide (IDLCAUSE used to specify people involved)
1011 Pro-government spending for humanitarian relief
1020 Pro-region or pro-specific country NEC (used only as a broad claim where no specific issues are discussed)
Note: Anti-torture is coded as 1381.

1100 Environmental or Green Movement (excluding nuclear power)
1103 Pro-Soil protection
1106 Pro-Landscape or land protection (plants, trees)
1107 Pro-Reducing noise pollution
1108 Pro-Air quality protection
1109 Anti-Current Method of Solid Waste disposal
1110 Pro-Limiting waste/recycle
1111 Pro-Restriction of pharmaceutical, chemicals, and pesticides
1113 Pro-Water quality protection
1114 Pro-Rainforest Preservation
1115 Pro-Ozone Protection to prevent Global Warming, etc.
1116 Anti-overpopulation and/or Pro-Zero Population Growth, as environmental issue
1117 Pro-Coral Reef protection
1118 Anti-Global Warming, not related to ozone specifically
1119 Anti-genetically engineering crops
1120 Anti-fossil fuels (including energy dependence or use of, except drilling and/or mining, see 1124)
1121 Pro-alternative energy sources including clean energy
1122 Anti-overfishing
1123 Anti-urban sprawl or pro-smart growth
1124 Anti-drilling or mining
1125 Anti-dumping toxic waste (not nuclear waste, see 203 for nuclear waste)
1126 Pro-species preservation (including specific endangered plants and animals)
1127 Anti-commercial or recreational use of government protected lands/preserves
1128 Pro-protection for wetlands
1129 Pro-green business practices
1130 Pro-toxic waste clean-up (not nuclear waste, see 200 series for nuclear waste)

1300 Social (not used as a general code)
1302 Pro-Legalization of Illegal Substances (e.g., drugs, narcotics, etc.)
1305 Anti-Increasing prices, general
1306 Pro-Tax Increases
1318 Pro-Tenants' Rights Movement
1323 Pro-Social Security Benefits
1326 Pro-Drug Control
1327 Pro-Gun Control
1328 Anti-Drunk Driving
1329 Pro-Healthy Nutrition/School Lunches (free school meals are coded under the 3500 series)
1330 Pro-Consumer Protection/Consumer Rights
1331 Pro-Housing Issues NEC (see 1500-2300 & 2900 for housing as related to specific groups)
1335 Anti-Child abuse, Anti-sexual crimes (against anyone)
1336 Pro-Political figure, party, or candidate

1337 Anti-Crime Movement
1338 Pro-Government policy, NEC (Not Elsewhere Classified)
1341 Pro-Veterans' Issues (not including POW issues)
1343 Pro-Victims' Rights
1344 Pro-Prisoners' Rights regarding conditions of imprisonment (food, warmth, etc.)
1345 Pro-Death Penalty
1350 Pro-Not In My Backyard (NIMBY)
1352 Pro-Pornography
1355 Pro-technology
1356 Anti-government or anti-"big government"
1357 Pro-Separation of Church and State
1358 Pro-specific religion
1359 Anti-Hate Crimes (based on religion, sex, sexual preference, race, etc.)
1360 Anti-entertainment industry/Hollywood (not used in cases of support of specific televisions shows, bands, and video games, see 1384)
136 Pro-Social Identity (social grouping not based exclusively on race or ethnicity, e.g.: Yugoslavian identity)
1366 Pro-DC Representation
1368 Anti-anti-Semitism (pro-1368 = anti-discrimination; anti-1368 = pro-discrimination)
1369 Pro-Campaign Finance Reform
1371 Anti-terrorism (being against the war on terrorism would be anti-anti-terrorism)
1372 Anti-web censorship
1373 Anti-biotechnology
1374 Pro-Food Safety
1375 Pro-Support for disaster survivors/victims (both domestic and international)
1376 Anti-corporate political donations
1377 Anti-gentrification
1378 Pro-tax reform
1379 Anti-monopoly/monopolization
1380 Anti-sex trafficking
1381 Anti-torture
1382 Anti-criminalization of offenders with mental illness
1383 Pro-prison and sentencing reform
1384 Pro-entertainment industry figure(s) or product(s) (used in cases of claims about specific television shows, films, celebrities, video games, etc.)
1385 Anti-government corruption

1400 Other (all uses accompanied by VAL=3 and IDLCAUSE)
Basic Ideological Stance (anti-capitalism)
Pro-anarchism
Infrastructure
Historic Preservation
Large Scale Spectacles

1500 Civil Rights--African American
1501 Any Desegregation Claim as applied to African Americans
1502 Pro-Voting Rights/Political Power
1505 Anti-Discrimination in Housing or Employment

1506 Pro-Affirmative Action, as applied solely to African Americans
1509 Pro-Black Pride, entrepreneurship, separatist
1517 Pro-Reduction of Black Poverty
1518 Anti-Police Brutality/Harassment/Profiling
1519 More positive media depictions, more depictions, fewer negative depictions
1520 Anti-Environmental Racism

1600 Civil Rights--Gay, Lesbian, & Transgender
1601 Pro-Transgender rights
1602 Pro-Gay rights (males)
1603 Pro-Lesbian rights (female)
1604 Pro-Cohabitation/Domestic Partnerships and/or rights thereof
1605 Pro-Same Sex Marriage
1606 Anti-Discrimination in Housing or Employment
1608 Pro-Increased Funding for AIDS/HIV Research
1609 Anti-FDA Bureaucracy which slows down the approval of AIDS Medication
1610 More positive media depictions, more depictions, fewer negative media depictions
1611 Anti-Police Brutality/Harassment/Profiling
1612 Anti-Political Under-representation
1613 Anti-ban on gays in the military
1614 Pro-same-sex couple adoption
1615 Pro-inclusion of same-sex couples under U.S. immigration petitions
1616 Anti-criminalization of sodomy

1700 Civil Rights--Native Americans
1705 Anti-Environmental Racism
1706 Pro-Bicultural/Bilingual education
1708 Anti-Police Brutality/Harassment/Profiling
1709 Anti-Discrimination in Housing or Employment
1711 More positive media depictions, more depictions, fewer negative media depictions
1712 Anti-Political Under-representation
1713 Historical Grievances, Anti-Land Seizures
1714 Pro-preservation of sacred lands and/or cultural preservation
1720 Pro-Affirmative Action, as applied to Native Americans, solely

1800 Civil Rights--Mexican Americans
1803 Anti-Environmental Racism
1804 Pro-Bicultural/Bilingual education
1805 Anti-Discrimination in Housing or Employment
1807 More Positive Media Depictions, more depictions, fewer negative depictions
1808 Anti-Police Brutality/Harassment/Profiling
1809 Anti-Political Under-representation
1810 Pro-Affirmative Action, as applied to Mexican Americans, solely

1900 Civil Rights--Asian Americans
1900 Asian American Civil Rights, general
1901 Pro-Affirmative Action, as applied to Asian Americans, solely
1902 Pro-Compensation for WWII Internment of Japanese Americans

1903 Anti-Discrimination in Housing or Employment
1905 Anti-Political Under-representation
1907 Anti-Environmental Racism
1908 More Positive Media Depictions, more depictions, fewer negative depictions
1912 Anti-Police Brutality/Harassment/Profiling

2000 Civil Rights--Other or Pan Latino (Non-Mexican or Mexican-American)
2001 Pro-Bicultural/Bilingual education
2002 Anti-Environmental Racism
2003 More Positive Media Depictions, more depictions, fewer negative depictions
2004 Anti-Discrimination in Housing or Employment
2006 Anti-Police Brutality/Harassment/Profiling
2007 Pro-Affirmative action, as applied to all or several Latino groups
2020 Anti-Castro/Cuba
2021 Pro-Puerto Rican Nationalism
2022 Pro-Other movement on behalf of non-Mexican Latino Group

2100 Civil Rights--Disabled
2101 Pro-Access for Disabled
2102 Anti-Discrimination in Housing or Employment or Schools
2104 More Positive Media Depictions, more depictions, fewer negative depictions
2105 Pro-Provision of more humane medical treatment for disabled
2106 Pro-Increase funding for disabled programs, hospitals, rehabilitation centers, etc.

2200 Civil Rights--Farm Workers/Migrant Farmers
2201 Anti-Pesticides (as they affect Farm Workers)
2202 Pro-Increase in Wages
2203 Pro-Improvement of Working Conditions

2300 Civil Rights--Other Groups NEC (Not Elsewhere Classified)
2301 Pro-Affirmative Action, as applied to several/all minority groups
2302 Pro Diversity
2303 Pro-Desegregation, as applied to several/all minority groups
2304 Anti-Discrimination in Housing or Employment
2305 Pro-Political Power
2318 Anti-Police Brutality/Harassment/Profiling
2319 More positive media depictions, more depictions, fewer negative depictions
Note: Claims about voting rights are coded using the 3200 series.

2400 Abortion/Reproductive Rights
2401 Anti-parental notification for abortions
2402 Pro-federal funding for abortions
2403 Anti-"partial birth abortion" ban
2404 Pro-RU-486
2405 Anti-mandatory waiting periods for abortion
2410 Pro-access to contraception
2411 Pro-Emergency Contraception
2412 Pro-insurance coverage for contraception

2420 Pro-Federal Support of sex education
2421 Anti-abstinence-only education
2422 Pro-sex education, NEC (not elsewhere classified)
Note: Stem cell research and cloning coded using the 3900 series.

2500 White supremacy
2502 Pro-Xenophobia
2503 Pro-English-only (coded here if about racial supremacy; if about education, coded as 3310)
2600 Animal Rights
2601 Pro-Vegetarianism/Veganism
2602 Anti-Scientific Studies/laboratory animals
2603 Anti-Factory Farming/Anti-Corporate
2604 Anti-Farming because of animal rights issues (not Farmers' Issues)
2605 Anti-Fur/Leather
2606 Anti-animal confinement conditions
2607 Anti-declawing
2608 Anti-animal entertainment (zoo, circus, rodeo, horse/dog racing)
2609 Pro-spaying/neutering
Note: Species preservation (e.g., for endangered species) coded as 1126.

2900 Civil Rights - Senior Citizens
2901 Pro-Social security (note that 1323 is for Social Security Benefits)
2902 Pro-Medicare access
2903 Pro-Housing (affordable, decent) for elderly

3000 Labor/ Labor Movement Claims
300 Pro-Overtime Pay
3002 Anti-Outsourcing, domestic
3003 Anti-Outsourcing, international
3004 Anti-Sweatshops
3005 Pro-protection of worker benefits (e.g., health care, retirement/pensions, paid leave)
3006 Anti-wage cuts
3007 Pro-living wage
3008 Pro-worker safety
3010 Anti-child labor
3011 Anti-prostitution/sex work
3012 Pro-retirement security (not including social security, see 1323)
3050 Pro-Unions and collective bargaining
3051 Pro-Right to strike
3052 Anti-Forced Labor
3060 Pro-workers ownership
Note: Claims specific to farmworkers are coded using the 2200 series.

3100 Right Wing Movement Claims
3101 Pro- "family values"
3102 Pro-prayer in school
3103 Anti-evolution
3104 Pro-Conservative Religious Claims NEC (not elsewhere classified)

3105 Anti-liberal bias in media
3106 Anti-gambling
3107 Anti-"activist" judges or judicial opinions
3108 Pro-nationalism or nationalist stance
3109 Pro-protection of the pledge of allegiance
3110 Anti-government role in promoting diversity (e.g., bussing, school desegregation)
3111 Pro-public displays of religion
3112 Pro-ex-gay movement
3113 Pro-home schooling
3114 Anti-flag burning
3115 Anti-reverse discrimination
Notes: Anti-obscenity, violence, sex, drugs, etc. in media are coded as anti-freedom of speech (3203) or anti-pornography (1352). Pro-abstinence only education is coded using the 2400 series. Anti-euthanasia is coded using the 3900 series. Anti-stem cell research is coded using the 3900 series. Anti-communism is coded using 1400.

3200 Civil Liberties
3201 Pro-Due Process
3202 Pro-Equal Protection
3203 Pro-Freedom of Speech
3204 Pro-Rights of Protesters
3205 Pro-Religious Freedom (if applicable, enter idlcause to specify religion)
3206 Pro-Freedom of Assembly
3207 Pro-Right to vote
3208 Pro-Right to counsel/representation
3209 Anti-felony disenfranchisement
3210 Pro-election monitoring/assurance of accurate election results, anti-voting irregularities
3211 Pro-freedom of the press
3250 Pro-Civil liberties protections for non-US citizens

3300 Education
3301 Pro-School reform
3302 Pro-School Choice
3303 Pro-Tuition tax credits
3304 Pro-School tracking
3305 Pro-Standardized testing
3306 Anti-high school exit exams
3307 Anti-No Child Left Behind policy
3308 Pro-Head Start
3309 Pro-Title IX
3310 Pro-bilingual/ESL education, NEC
3311 Pro-school funding
3312 Pro-teacher training and improved teaching credentials
3313 Anti-school violence
3314 Pro-"mainstreaming" (i.e., putting special needs students in regular classrooms)
3315 Pro-funding for arts/music programs
3316 Pro-charter school funding/legislation
Notes: Claims regarding bilingual/bicultural education as applied to specific groups coded as

1706, 1804, or 2001. Sex education coded under the 2400 series. Claims about healthy school lunches as 1329 and see the 3500 series for other school meal claims.

3500 Anti-Poverty
3501 Pro-AFDC/ADC ("Welfare") or Unemployment Benefits
3502 Anti-Hunger
3503 Pro-minimum wage increase
3504 Pro-free meals at schools
3505 Pro-access to social services, NEC
3510 Pro-food stamp access/use
3511 Pro-access to affordable, quality child care
3512 Pro-public transportation
3520 Pro-microfinance/microenterprise
Notes: Housing rights claims coded using the 1331 code. Claims about healthy school lunches coded as 1329. Claims against poverty as applied to a specific group coded using the civil rights claims 1500-2300. Pro-living wage coded as 3007.

3600 Anti-Intellectual Property
3601 Anti-Copyright
3602 Pro-Piracy
3603 Pro-File-sharing
3604 Anti-Digital Rights Management (DRM) and anti-DMCA
3605 Pro-fair use (including education use)

3700 Pro-Open Source Movement

3800 Pro-Privacy
3801 Pro-identity theft protection/anti-identity theft
3802 Anti-direct marketing/corporate sale of private or contact information
3803 Pro-privacy (or anti-release) of medical records
3804 Pro-net anonymity/anti-provider release of IP address
3805 Pro-privacy/anti-surveillance in the workplace
3810 Anti-government monitoring library records
3811 Anti-government monitoring internet usage
3812 Anti-Domestic government surveillance and/or prosecution of domestic protesters (including US jails or detention facilities in non-US spaces such as Guantanamo)
3813 Anti-RFID's (Radio Frequency Identification Devices)
3814 Anti-government monitoring NEC

3900 Pro-Health
3901 Pro-Medicaid Benefits (coded 2902 for Medicare)
3910 Pro-Public health, NEC (not elsewhere classified)
3911 Pro-health care coverage
3912 Pro-insurance coverage for a specific medication/illness
3913 Pro-importing foreign prescription drugs
3914 Pro-access to a specific medication/drug/equipment (IDLCAUSE is used to specify medication/drug/equipment; RU-486 and contraception are coded under 2400 series)
3915 Pro-Nationalized Health Care

3916 Pro-preventative medicine/treatment
3920 Pro-Health education
3921 Pro-reducing racial disparities in health (research, treatment, success rates)
3922 Anti-smoking
3923 Pro-bans on unhealthy ingredients in food (e.g., transfats)
3924 Pro-substance abuse prevention programs
3926 Pro-medical marijuana
3930 Pro-HIV/AIDS Prevention
3940 Pro-embryonic stem cell research
3941 Pro-adult stem cell research
3945 Pro-cloning
3950 Pro-Bioethics, NEC (not elsewhere classified)
3960 Pro-Euthanasia
3965 Pro-funding for medical research
Note: Medicare claims are coded as 2902.

4000 Anti-Business
4001 Anti-large executive compensation
4002 Pro-Corporate Responsibility, Anti-Business Corruption
4003 Anti-predatory lending
4004 Anti-corporate subsidies

4100 Pro-Internet Access and Usage
4103 Pro-universal wireless net access, gov't subsidized
4104 Anti-workplace monitoring of email/internet usage
4110 Pro-net neutrality

APPENDIX C: MOVEMENT CODES

100 Left movement, not otherwise classified
        101 Animal rights movement
        102 Anti-capitalist movement
        103 Anti-death Penalty
        104 Anti-free trade movement
        105 Anti-globalization movement
        106 Anti-nuclear movement
        107 Anti-poverty or hunger
        108 Environmental movement
        109 Feminist movement
        110 Free Speech
        111 Gun Control
        112 Homeless movement
        113 Peace movement
        114 Labor movement
        115 Pro-Choice movement

200 Civil Rights Movement, not otherwise classified
        201 African American civil rights movement
        202 Asian American civil rights movement
        203 Disabled civil rights movement
        204 Latino American civil rights movement
        205 LGBT civil rights movement
        206 Native American civil rights movement
        207 Prisoners' Rights
        208 Seniors civil rights movement
        209 Human rights movement

300 Right movement, not otherwise classified
        301 Anti-taxation movement
        302 Conservative Religious Movement
        303 NIMBY movement
        304 Pro-life movement
        305 Small government movement
        306 Victims' Rights
        307 White power movement
        308 Xenophobic or anti-immigrant movement

400 Other movement, not otherwise classified
        401 Anti-Drunk Driving
        402 Anti-Pornography or prostitution
        403 Consumer Protection
        404 Legalization of Illegal Substances
        405 Open Source Movement

APPENDIX D: SITE PRODUCERS
(This is largely borrowed from Kirsten Foot and Steven Schneider. We thank them for letting us uses this and other variables.)

For Profit
> 1 Commercial Press
> 2 Commercial Portal, Generic
> 3 Commercial Portal, Ethnic
> 4 Commercial Portal, Professional
> 5 Commercial Portal, Other
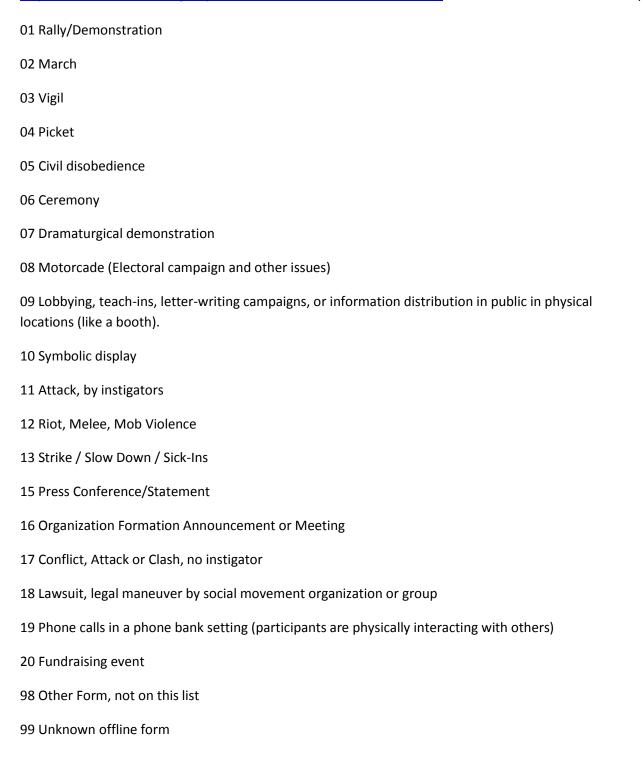> 6 Business/Corporate

Non-profit
> 10 Advocacy/ Interest Groups
> 11 Charity/Relief/Civic
> 12 Educational
> 13 Independent/Nonprofit Press
> 14 Religious
> 15 Professional Association
> 16 Individual/volunteer

Government
> 20 US Federal government
> 21 US State/territorial government sites
> 22 US Local government cites
> 23 Non-U.S. government agency
> 24 Intergovernmental agency

APPENDIX E: OFFLINE TACTIC FORMS
(These are largely borrowed from the Dynamics of Collective Action project. Please see
http://www.stanford.edu/group/collectiveaction/FORMS%20LIST.docx for more details on these codes.)

01 Rally/Demonstration

02 March

03 Vigil

04 Picket

05 Civil disobedience

06 Ceremony

07 Dramaturgical demonstration

08 Motorcade (Electoral campaign and other issues)

09 Lobbying, teach-ins, letter-writing campaigns, or information distribution in public in physical locations (like a booth).

10 Symbolic display

11 Attack, by instigators

12 Riot, Melee, Mob Violence

13 Strike / Slow Down / Sick-Ins

15 Press Conference/Statement

16 Organization Formation Announcement or Meeting

17 Conflict, Attack or Clash, no instigator

18 Lawsuit, legal maneuver by social movement organization or group

19 Phone calls in a phone bank setting (participants are physically interacting with others)

20 Fundraising event

98 Other Form, not on this list

99 Unknown offline form

APPENDIX F: ONLINE TACTIC FORMS

100 Petition (includes actions labeled statements)

200 Letter-writing ("open letters" are not considered tactics and should not be coded)
250 Send a message (tactics should contain specific language instructing the user to "send a message" and should NOT contain any additional information about the mechanism that would allow the coder to determine a different tactical form)

300 E-mailing

325 Twitter/Tweet regarding target (requires use of hashtags or direct links to automatically Tweet or Re-Tweet)

350 Post comment to social networking site (excludes becoming a fan; allows becoming a fan and then using that access to comment)

400 Boycott of online entities
To be online, the boycott must be of an online entity, its website, or web presence; e.g., a boycott of Nike's physical stores should be coded as 410, a boycott of their webstore should be coded as 400, a boycott of both should be coded as two tactics: one with tactic form of 410 and the other with tactic form of 400.

410 Boycott of offline entities
An offline boycott is an organized refusal to buy or use a product or service, refusal to cross picket lines, rent strikes, walking out, refusing to post bond when arrested. To be coded here, the thing being boycotted must have a physical presence that is being avoided (a physical, not web, store).

500 Faxing

550 Phone calling (where participants are doing this alone and not in interaction with others)

600 Denial of service attack

700 Malicious code

800 Hacktivitism

900 Defacement of other URL

950 Online fundraising event (must be time-limited and publicly accessible)

998 Unknown online form
Examples include calls to "urge" the target. Note that when 998 is used, MISMTCH=0.

999 Other online form
Specified in the IENOTES or XENOTES section. Examples include divestment, photo petitions, and feedback forms. Note that when 98 is used, MISMTCH=0.

APPENDIX G: SCREENSHOT OF SITE FORM 2 DATABASE

OFFLINE TACTICS		INTERNAL ONLINE TACTICS		EXTERNAL ONLINE TACTICS		CALENDAR TACTICS		
stdum:		iedum:		xedum:		caldum:		
stforms:		ieforms:		xeforms:		calforms:		
stform1:		ieform1:		xeform1:		caform1:	ca1_on:	
stf1_cnt:	0	ie1_cnt:	0	xe1_cnt:	0	ca1_cnt	0	
stform2:		ieform2:		xeform2:		caform2:	ca2_on:	
stf2_cnt:	0	ie2_cnt:	0	xe2_cnt:	0	ca2_cnt	0	
stform3:		ieform3:		xeform3:		caform3:	ca3_on:	
stf3_cnt:	0	ie3_cnt:	0	xe3_cnt:	0	ca3_cnt	0	
stform4:		ieform4:		xeform4:		caform4:	ca4_on:	
stf4_cnt:	0	ie4_cnt:	0	xe4_cnt:	0	ca4_cnt	0	
stform5:		ieform5:		xeform5:		caform5:	ca5_on:	
stf5_cnt:	0	ie5_cnt:	0	xe5_cnt:	0	ca5_cnt	0	

stlist:	ielist:	xelist:	calist:

stpriv:	iepriv:	xepriv:	capriv:
			calold:

stnotes:	ienotes:	xenotes:	canotes:

ARCHIVED TACTICS

ardum:

aryear:

arforms:

arform1:

ar1_cnt: 0

arform2:

ar2_cnt: 0

arform3:

ar3_cnt: 0

arform4:

ar4_cnt: 0

arform5:

ar5_cnt: 0

arlist:

arpriv:

arnotes:

APPENDIX H: TARGETS
(This is largely borrowed from the Dynamics of Collective Action dataset.)

For sociological identity groups:
100 Individual Workers (including blue collar to professional)
200 Unemployed Workers
300 Veterans
400 Ethnic or racial group
       Use specific code for:
       401 African-American or black
       402 Asian
       403 White
500 Women
       Use specific code for:
       502 Mothers
       503 Lesbians
       599 Women of color
600 Men
       Use specific code for:
       602 Fathers
       603 Gay men
       699 Men of color
700 Youth (but not as students)
800 Students
900 Senior Citizens
1200 Institutionalized Persons (prisoners, mentally ill, etc.)
1300 Homeless
1400 Disabled
1500 Celebrities

For organizations:
1600 Political organization (non-state, such as political parties)
1700 Religious organization
1800 Government body NEC (Not Elsewhere Classified)
       Use specific code for:
       1802 Executive branch or figure (president, governor, mayor)
       1803 Government agency (e.g., cabinet official such as Secretary of State or Attorney General,
       also the agencies they run such as IRS, FDA, etc.)
       1804 Legislative branch or figure
       1805 Judicial branch or figure
       1806 Foreign government or their embassy (use for all foreign governments and officials)
       1807 Tribal government
       1808 Law enforcement/Corrections
1900 Social Movement or Social Movement Organization (except labor, see 2100)
2000 Educational institution or school (includes school boards and boards of regents; for school boards and boards of regents)
2100 Labor Unions
2200 Business (includes industry, specific firms, executives, and trade associations)

2300 Quasi-government body NEC (Not Elsewhere Classified)
Use specific code for:
2301 United Nations
2302 G8
2400 Letter to the editor page (that is, the goal is publication in the letters to the editor section of a newspaper or similar publication)
3000 Other NEC (groups or individuals not elsewhere classified)
9999 No target named